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Dinosaur Field Station

Max S. Baucus

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Senator * or Department*: **BAUCUS**

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Record Type*: **Speeches & Remarks**

MONTH/YEAR of Records*: **April-2004**

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(1) Subject*: **Media**

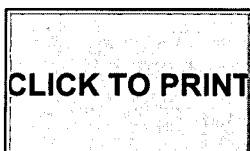
(select subject from controlled vocabulary, if your office has one)

(2) Subject* **Dinosaur Field Station**

DOCUMENT DATE*: **04/16/2004**

(Example: 01/12/1966)

* "required information"



BAUCUS

To: Max
From: Sara Kuban and Barrett Kaiser
Re: Malta Radio
Date: April 16, 2004

On Friday, April 16 at 10:30 a.m., you will call in to **Malta Radio (KMMR)** to kick-off the radio-thon to raise money for the Dinosaur Field Station. When you call in you will be **LIVE** on **KMMR**. Please ask to speak with **Greg Kelb** (pronounced Kel – beb). **Greg** is the station manager.

The ‘radio-a-thon’ is a way to raise money to help the Field Station operate through the 2004 tourism season. The funds raised will be used to maintain and promote the Dinosaur Field Station and other attractions in the area such as **the Phillips County Museum, wildlife refuges, recreational and business enterprises in the Malta area.**

The interview will last 5 minutes and **Greg** will only be talking to you about the radio-a-thon. No calls will be taken.

Background: The Dinosaur Field Station is a non-profit enterprise that was established in 2003 to bring the dinosaur discoveries of Phillips County to life. The Dinosaur Field Station in Malta offers the public a look into the working fossil laboratory. The laboratory allows visitors to experience ancient bones and discoveries.

The most significant discovery was a duck-billed dinosaur named “Leonardo.” Leonardo, a 2 ½ ton Brachylophosaurus, was excavated north of Malta in 2001. The Guinness Book of World Records named Leonardo the ‘best-preserved dinosaur ever....’

The facility receives no tax proceeds and relies solely on private contributions, direct donations and gift shop income to operate and maintain the Dinosaur Field Station.

Talking Points For the Radio-A-Thon

- Encourage listeners to call-in and contribute to the radio-a-thon.
- The Dinosaur Field Station is an important part of Phillips County. It allows people to learn about history and dinosaurs. It helps with jobs and economic development.
- Invite people to go and check out the Dinosaur Field Station.

Contact Information

Call this phone number: **406-654-2472**. Alternate call-in phone numbers **406-654-2634** or **406-654-5572**. If there are any problems, contact **Anne Boothe** at **406-654-1776**.



Sara K

"The business of dinosaurs", an opportunity to expand minds and grow our economy...

The economic base of Phillips County, Montana has historically stemmed from industry sectors such as agriculture, mineral extraction and government support services. Currently population and business activity is decreasing with a related fall in real and perceived community prosperity.

However, an additional resource to the economic base of the area has been discovered. This resource is Dinosaurs. Coupled with a true potential for rapid tourism growth with an extended research and educational value, Dinosaurs will positively affect and change the economic composition of our region of north central Montana.

The Dinosaur Field Station a non-profit enterprise was established in 2003 to bring the exciting dinosaur discoveries of Phillips County, to life. Our mission is to curate and prepare paleontological resources for use in educational programs, scientific research and interpretive displays in support of the advancement of knowledge and the benefit of all people.

As a citizen-driven organization, we are dedicated to making our community strong in our efforts to recover, prepare and display paleontological wonders from millions of years ago for the world to appreciate, enjoy and fully understand.

The Dinosaur Field Station in Malta offers the public an intimate look into a working fossil laboratory. Our laboratory lets you experience ancient bones in a space-age facility. The Discovery Gift Store located onsite offers natural history and gift items and is a pleasure in itself.

We receive no tax proceeds and rely on membership contributions, direct donations and our ability to generate income from patron fees and gift shop income to operate and maintain the facility.

On Friday, April 16, 2004, we will conduct a fund raising activity and "radio-a-thon" on KMMR Radio located in Malta. Optimistically, we hope to raise \$25,000. This will insure the continued operation of the Field Station during the 2004 tourist season and provide funds to adequately market and promote the facility and the many attractions of this area including, the Phillips County Museum, wildlife refuges, recreational and business enterprises in the Malta area.

Why Malta and Phillips County?

The rich land mass known as the Judith River formation within this area presents a multitude of outstanding dinosaur specimens so well preserved, they have gained widespread popularity and worldwide attention. To date the most significant discovery, a 2 ½ ton Brachylophosaurus or duck billed dinosaur named "Leonardo" was excavated north of Malta, Montana in 2001.

National Geographic states that the mummified Leonard was only about three or four years old when he died, but he is proving to be a bonanza for paleontologists today. His skeleton is covered with soft tissue – skin, scales, muscle, footpads and even his last meal in his stomach." The Guinness Book of World Records has named Leonardo the best-preserved dinosaur ever discovered.... In addition, the Society of Vertebrate

Paleontology called Leonardo the "*Fossil in the Flesh*": a spectacular new dinosaur mummy. Nate Murphy, President and Director of Paleontology for the Judith River Foundation states, "this will advance our science a quantum leap".

Opportunity is at our door...

Phillips County has a special opportunity for economic growth from its exceptional dinosaur resources and other attractions. This is a precious chance for a rural town to halt its decline and start to grow again. According to Travel Montana, in 2001, 61,000 tourists who stayed overnight to Phillips County spent nearly \$1.2 million dollars. These purchases included: lodging, transportation (tires and repairs), fuel, food, retail purchases and other services. During that same period, the total visitor number exceeded 200,000 tourists. Expanded opportunities provided by the Dinosaur Field Station, The Phillips County Museum and HG Robinson House and Garden, Bowdoin National Wildlife Refuge will entice a larger percentage of those visitors stop and stay longer in area – when they stay, they spend money which is spread throughout the community.

In 2003, at the Dinosaur Field Station 1,750 paid tour admissions were received. Our reasonable goal with expanded marketing and promotion is to increase that number to 5,000. The direct impact of 5,000 overnight tourists in Malta is \$244,000.

The Field Station continues to search financial options for ongoing operations, expansion and research through public and private grant opportunities, but has had only minimal success to date.

Your endorsements and support of this fundraising activity is gratefully appreciated.